

IN THE SPECIFICATION:

Amend paragraph 16 on page 5 as follows:

[0016] The process may also ~~associates~~ associate the device identification code of the portable device supplied to the user with the travel service company so that an identity of the user remains anonymous to the control center and to the visited physical location.

Amend paragraph 39 on page 8 as follows:

[0039] Referring now to the drawings, Fig. 1 schematically illustrates the basic relationship between the various crucial participants of the present invention. These participants include the cardholder 10, a card reader site 12 and the central control system 14 (for convenience, "Keylink" in the drawings and description).

Amend paragraph 41 on page 9 as follows:

[0041] Fig. 2 schematically illustrates the direction and type of information that is conveyed between the participants. As shown in Fig. 2, an identification code 15 or "cardholder ID" is supplied from the cardholder 10 to a card reader site 12. In the preferred embodiment of the present invention, a card held by an individual contains (i.e., has stored thereon or therein) only a unique identification code 15 ("ID code" or, for convenience, "card ID"), and the card reader site contains a card reader that is capable of reading or receiving this ID code. The card reader then supplies to a third party, that is, the control center 14, the card ID as well as any additional information 16 needed to identify the card reader and/or the card reader site, such as the card reader ID (also called reader site ID). Date and time information may also be provided. In the last step of the basic Keylink process, so-called fulfillment information 18 is provided by the control center to the card holder.

Amend paragraph 43 on pages 9-10 as follows:

[0043] Fig. 3 illustrates that the fundamental process of the present invention both begins and ends with the cardholder. Fig. 3 illustrates the three basic steps involved to carry out the basic process of the present invention. First, in step 1 of the process, a cardholder 10 physically approaches a reader and allows the reader to read the card ID 15 (e.g., the card is “swiped” through the reader). In step 2, the reader transmits certain information 16, including the card ID, reader ID and possibly the date and time, to the central Keylink processing site. Based on the supplied information and information previously stored at the processing site (further discussed below), Keylink (in step 3) determines what fulfillment information 18 is to be sent to the cardholder and then sends such fulfillment information to the cardholder in a manner identified or requested by the cardholder (also further discussed below). For example, the fulfillment information can be supplied to the cardholder via e-mail, facsimile, telephone or post. Alternatively, the cardholder can access the information via a pre-designated web site that is accessed by the cardholder.

Amend paragraph 44 on page 10 as follows:

[0044] Fig. 4 illustrates the relationships that are created by the process of the present invention. As shown in Fig. 4, several relationships are established by the process. First, the cardholder 10 generally has an interest in conducting a transaction, whether informational based, financially based, etc., with the reader site 12. In one embodiment discussed below, such transaction is purely informational based. The reader site has a previously arranged relationship with Keylink 14 as an intermediary to service cardholders' desires. Upon reading a card ID, the reader site's relationship with Keylink is for Keylink to provide specified information about the reader site to the particular card holder. Finally, the cardholder, by utilizing the identification card, expects Keylink to be able to provide useful and valuable information about the reader site. The cardholder has further expectations,

including confidentiality, security, etc., as will be set out in greater detail with regard to particular embodiments of the present invention.

Amend paragraph 45 on page 10 as follows:

[0045] Fig. 5 schematically illustrates the basic installations needed for the novel process to be carried out. This generally involves the supply of the ID cards (i.e., the cards carried by the cardholders) to individuals (step a) and the supply of card readers to particular sites (step b).

Amend paragraph 47 on pages 10-11 as follows:

[0047] Fig. 6 sets forth general methods of installation and supply of cards and readers and, for convenience, such installation and supply are carried out by the control center 14 (i.e., "Keylink"). As shown in Fig. 6, cards may be distributed to cardholders via mail or may be included within printed material supplied to individuals, or may be distributed to persons at the reader sites. Various embodiments and examples describing distribution of cards in further detail is set forth below. Likewise, distribution and installation of readers may be performed in various manners, and generally is determined by the particular application involved. For example, the readers may be installed at sites upon registration of sites (discussed in detail below), whereupon such readers are installed and connected to a communications network. The communications network involved may be the Internet, an intranet, the public telephone system, or any other type of network.

Amend paragraph 48 on page 11 as follows:

[0048] Fig. 7 sets forth the continued and furthered relationship between the participants involved. As illustrated in Fig. 7, distribution of cards and readers adds a "dimension" to the relationship between the participants, Keylink 14, cardholders 10 and

reader sites 12. In the illustrated diagram, Keylink is the source of the cards and readers and Keylink enables the other participants with information, and also operates as the intermediary.

Amend paragraph 49 on page 11 as follows:

[0049] Fig. 8 schematically illustrates the involvement of a so-called sponsor who operates and communicates with Keylink to enable the present invention. With reference to Fig. 8, the range of applications for the process described herein increases due to the addition of a major participant -- a sponsor 20. The sponsor 20 may carry out various functions otherwise performed by Keylink and/or may carry out additional functions. In one example, the sponsor is the source of the fulfillment information 18 upon initiation of the herein described process. The sponsor may achieve additional functions not yet described, such as the receiver of statistical information 22 about the ensemble of transactions taking place. Such statistical functions and features of the present invention are discussed in detail below as parts of various embodiments of the present invention. The sponsor may achieve functions distinct and remote from the functions carried out by Keylink. For example, as described in various embodiments of the present invention, the sponsor may be the operator of a tourist location such as a museum, wherein visitors are afforded the opportunity of experiencing exhibits in various novel ways. Other examples also are provided in greater detail below.

Amend paragraph 51 on page 12 as follows:

[0051] The richness of the applications made possible by adding a sponsor become evident in the new relationships that now exist between the sponsor 20 and the cardholders 10 and reader sites 12. The sponsor has a "permission based" information relationship with the cardholder, creating a more receptive frame of mind in the cardholder. The sponsor and the reader site have a mutual, non-conflicting interest in the cardholder and in the completion

of the transaction. There are many ways this can happen, including licensing of reader sites by the sponsor.

Amend paragraph 61 on page 14 as follows:

[0061] The method of communication between a reader site and the control center and between the control center and a cardholder's designated site (e.g., the cardholder's computer) may be achieved in any known manner including use of the Internet (e.g. e-mail, communication to a web-site, etc.), a public or private telephone network, whether via a land-line telephone or a cellular telephone, intranet, regular mail, whether a government provided mail service or a private mail service, etc., or any combination thereof.- Such methods of communication are further discussed below.

IN THE DRAWINGS:

Correct the drawings as follows:

Figures 1, 4 and 7:

- add reference number "10" to the block labeled "CARDHOLDER";
- add reference number "12" to the block labeled "CARDREADER SITE";
- add reference number "14" to the block labeled "KEYLINK".

Figures 2 and 3:

- add reference number "10" to the block labeled "CARDHOLDER";
- add reference number "12" to the block labeled "CARDREADER SITE";
- add reference number "14" to the block labeled "KEYLINK";
- add reference number "15" to the block labeled "Cardholder ID";
- add reference number "16" to the block labeled "Cardholder ID Reader Site ID Date/Time";
- add reference number "18" to the block labeled "Fulfillment Information".

Figures 5 and 6:

- add reference number "10" to the block labeled "CARDHOLDER";
- add reference number "12" to the block labeled "CARDREADER SITE";
- add reference number "14" to the block labeled "KEYLINK";
- add reference number "15" to the block labeled "Cardholder ID";
- add reference number "16" to the block labeled "Cardholder ID Reader Site ID Date/Time";

add reference number "18" to the block labeled "Fulfillment Information";
add reference "a" to the block labeled "Proximity Card";
add reference "b" to the block labeled "Card Reader".

Figure 8:

add reference number "10" to the block labeled "CARDHOLDER";
add reference number "12" to the block labeled "CARDREADER SITE";
add reference number "14" to the block labeled "KEYLINK";
add reference number "15" to the block labeled "Cardholder ID";
add reference number "16" to the block labeled "Cardholder ID Reader Site ID
Date/Time";
add reference number "18" to both blocks labeled "Fulfillment Information";
add reference number "20" to the block labeled "SPONSOR";
add reference number "22" to the block labeled "Statistical Transactional
Information".

Figures 9 and 11:

add reference number "10" to the block labeled "CARDHOLDER";
add reference number "12" to the block labeled "CARDREADER SITE";
add reference number "14" to the block labeled "KEYLINK";
add reference number "20" to the block labeled "SPONSOR".

Figure 10:

- add reference number "10" to the block labeled "CARDHOLDER";
- add reference number "12" to the block labeled "CARDREADER SITE";
- add reference number "14" to the block labeled "KEYLINK";
- add reference number "15" to the block labeled "Cardholder ID";
- add reference number "16" to the block labeled "Cardholder ID Reader Site ID Date/Time";
- add reference number "18" to both blocks labeled "Fulfillment Information";
- add reference number "20" to the block labeled "SPONSOR";
- add reference number "22" to the block labeled "Statistical Transactional Information";
- add reference "a" to the block labeled "Proximity Card";
- add reference "b" to the block labeled "Card Reader".

Figure 12:

- add reference number "10" to the block labeled "CARDHOLDER";
- add reference number "12" to the block labeled "CARDREADER SITE";
- add reference number "15" to the block labeled "Cardholder ID";
- add reference number "16" to the block labeled "Transaction Information";
- add reference number "18" to the block labeled "Fulfillment Information";
- add reference number "20" to the block labeled "SPONSOR";
- add reference "a" to the block labeled "Proximity Card";
- add reference "b" to the block labeled "Card Reader".